

ORDER



WZZM 13

Orders
Order / Rev: 705997
Alt Order #: 06273793
Product Desc: RESTORE OUR FUTURE
Estimate: 1900
Flight Dates: 08/14/12 - 08/20/12
Original Date / Rev: 08/13/12 / 08/13/12
Order Type: Political

Primary AE: Kristen Waskie
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Mentzer Media Services/ POL
Buying Contact:
Billing Contact:
 600 Fairmount Ave. Suite 306
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Restore Our Future
Demographic: A35+
Product Codes: IS-Candidate/Presidential
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/20/12	63	\$20,945.00	\$17,803.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	63	\$20,945.00	\$17,803.25	0.00
Totals	63	\$20,945.00	\$17,803.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristen Waskie			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WZZM 13	17%	\$20,945.00
Market	100%	\$123,205.88

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WOOD	24%	\$29,569.41
WOTV	0%	\$0.00
WWMT	44%	\$54,210.59
WXMI	15%	\$18,480.88
WXSP	0%	\$0.00
WZPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WZZM	08/14/12	08/17/12	M-F 6-7a M-F Morning News	CM	6-7a	- TWTF - -	:30	8	\$335.00	P-2	0.00	NM	8	\$2,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	- TWTF - -			8		\$335.00		0.00				
2	WZZM	08/14/12	08/17/12	M-F 7-9a M-F Good Morning Ame	CM	7-9a	- TWTF - -	:30	8	\$335.00	P-2	0.00	NM	8	\$2,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	- TWTF - -			8		\$335.00		0.00				
3	WZZM	08/14/12	08/17/12	M-F 12-1230p Noon News	CM	12-1230pm	- TWTF - -	:30	4	\$210.00	P-2	0.00	NM	4	\$840.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WZZM	08/14/12	08/17/12	M-F 12-1230p Noon News	CM	12-1230pm	- TWTF - -	:30	4	\$210.00	P-2	0.00	NM	4	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	- TWTF - -			4		\$210.00		0.00				
4	WZZM	08/14/12	08/17/12	M-F 530-6pm M-F News	CM	530-6p	- TWTF - -	:30	4	\$250.00	P-4	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	- TWTF - -			4		\$250.00		0.00				
5	WZZM	08/14/12	08/17/12	M-F 6-630p M-F News	CM	6-630p	- TWTF - -	:30	4	\$460.00	P-4	0.00	NM	4	\$1,840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	- TWTF - -			4		\$460.00		0.00				
6	WZZM	08/15/12	08/17/12	M-F 630-7p M-F ABC World News	CM	630-7p	- - W- F - -	:30	2	\$550.00	P-3	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	- - W- F - -			2		\$550.00		0.00				
7	WZZM	08/14/12	08/17/12	Nightline Nightline	CM	1135p-1202a	- TWTF - -	:30	4	\$225.00	P-4	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	- TWTF - -			4		\$225.00		0.00				
8	WZZM	08/14/12	08/19/12	M-Su 11-1135p LN M-Su Late News	CM	11-1135p	- TWTFSS	:30	8	\$300.00	P-4	0.00	NM	8	\$2,400.00
		2XDAY/TUE & WED													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	- TWTFSS			8		\$300.00		0.00				
9	WZZM	08/18/12	08/18/12	Sa 8-9a Sa Good Morning Amer	CM	8-9a	- - - - - S -	:30	2	\$105.00	P-3	0.00	NM	2	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	- - - - - S -			2		\$105.00		0.00				
10	WZZM	08/19/12	08/19/12	Su 8-9a Su Good Morning Amer	CM	8-9a	- - - - - S	:30	2	\$135.00	P-3	0.00	NM	2	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	- - - - - S			2		\$135.00		0.00				
11	WZZM	08/19/12	08/19/12	Sun Early News Sun Early News	CM	Sun Early News (5:58 PM-6:30 PM)	- - - - - S	:30	1	\$220.00	P-4	0.00	NM	1	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	- - - - - S			1		\$220.00		0.00				
12	WZZM	08/19/12	08/19/12	Sun Early News Sun Early News	CM	Sun Early News (6:30 PM-7:00 PM)	- - - - - S	:30	1	\$220.00	P-4	0.00	NM	1	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	- - - - - S			1		\$220.00		0.00				
13	WZZM	08/19/12	08/19/12	Sun Prime Other 1st Prg Extreme Makeover: We	CM	9-11p	- - - - - S	:30	2	\$475.00	P-3	0.00	NM	2	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	- - - - - S			2		\$475.00		0.00				
14	WZZM	08/20/12	08/20/12	M-F 6-7a M-F Morning News	CM	6-7a	M- - - - -	:30	2	\$335.00	P-2	0.00	NM	2	\$670.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	M- - - - -			2		\$335.00		0.00				
15	WZZM	08/20/12	08/20/12	M-F 7-9a M-F Good Morning Ame	CM	7-9a	M- - - - -	:30	2	\$335.00	P-2	0.00	NM	2	\$670.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	M- - - - -			2		\$335.00		0.00				
16	WZZM	08/20/12	08/20/12	M-F 12-1230p Noon News	CM	12-1230pm	M- - - - -	:30	1	\$210.00	P-2	0.00	NM	1	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	M- - - - -			1		\$210.00		0.00				
17	WZZM	08/20/12	08/20/12	M-F 530-6pm M-F News	CM	530-6p	M- - - - -	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00

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17	WZZM	08/20/12	08/20/12	M-F 530-6pm M-F News	CM	530-6p	M-----	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/20/12	08/26/12	M-----		1			\$250.00			0.00			
18	WZZM	08/20/12	08/20/12	M-F 6-630p M-F News	CM	6-630p	M-----	:30	1	\$460.00	P-4	0.00	NM	1	\$460.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/20/12	08/26/12	M-----		1			\$460.00			0.00			
19	WZZM	08/20/12	08/20/12	M-F 630-7p M-F ABC World News	CM	630-7p	M-----	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/20/12	08/26/12	M-----		1			\$550.00			0.00			
20	WZZM	08/20/12	08/20/12	Nightline Nightline	CM	1135p-1202a	M-----	:30	1	\$225.00	P-4	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/20/12	08/26/12	M-----		1			\$225.00			0.00			
21	WZZM	08/20/12	08/20/12	M-Su 11-1135p LN M-Su Late News	CM	11-1135p	M-----	:30	2	\$300.00	P-4	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/20/12	08/26/12	M-----		2			\$300.00			0.00			
22	WZZM	08/20/12	08/20/12	Mon Prime Other Bachelor Pad	CM	8-10p	M-----	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/20/12	08/26/12	M-----		2			\$1,000.00			0.00			
													Totals	63	\$20,945.00